

**SYSTEM AND METHOD FOR INCORPORATING ADVERTISING  
INTO PRINTED IMAGES AND PRINTER HAVING THE SAME**

**ABSTRACT OF THE DISCLOSURE**

For use in a printer (such as a computer printer, a facsimile machine or other device suited to place data on a tangible medium), a system for, and method of, incorporating an advertisement into a printout and a printer having the system or method contained or carried out therein. In one embodiment, the system includes: (1) a memory, located in the printer, that receives and stores user content, the advertisement and verification data regarding the advertisement and (2) a processor, associated with the memory, that employs the verification data to make a verification of the advertisement and, if the verification is positive, cause the printer to continue operation.